Amendments to the Claims:

Please amend Claims 1-22 as follows:

1. (currently amended) A system for transmitting signals ~~(S)~~ to a plurality of subscriber receivers ~~(110)~~, wherein each signal ~~(S)~~ represents a type of information belonging to a particular contents category, comprising:

a central management server ~~(100)~~ adapted to receive administrative instructions ~~(I_{adm1}, I_{adm2}, I_{adm3})~~ pertaining to the transmission of the signals ~~(S)~~ to the subscriber receivers ~~(110)~~, and in response to the administrative instructions ~~(I_{adm1}, I_{adm2}, I_{adm3})~~ organize signals ~~(s_{1a}, s_{1b}, s_{2a}, s_{2b}, s_1, s_2, s_3, s_4, C)~~ from a number of signal sources ~~(120, 141, 142, 143, 144, 151a-b, 152a-b)~~ before transmission thereof to the subscriber receivers ~~(110)~~,

at least one client computer ~~(151, 152, 153)~~ each having an interface towards the central management server ~~(100)~~ and being adapted to produce administrative instructions ~~(I_{adm1}, I_{adm2}, I_{adm3})~~ for organizing a sub-set of the signals ~~(S)~~ to be transmitted via the central management server ~~(100)~~, and

a transmission unit ~~(160)~~ adapted to receive the signals ~~(S, σ1, σ2)~~ and, in accordance with an organization scheme ~~(200)~~ produced by the central management server ~~(100)~~ transmit these signals ~~(S)~~ to the subscriber receivers ~~(110)~~, the organization scheme ~~(200)~~ specifies, for each signal ~~(S)~~ to be transmitted, a transmission resource ~~(TV3, TV4, TV5, CNN, Fill1 , Fill2, Fill3, Fill4~~, a time instance and a contents category, wherein the contents category for at least one segment ~~(s')~~ of the signal ~~(S)~~ determines which sub-segment that will be presented in which subscriber receiver ~~(110)~~.

2. (currently amended) A system according to claim 1, wherein ~~characterized in that~~ the transmission unit ~~(160)~~ is adapted to transmit the signals ~~(S)~~ via a central signal distribution system ~~(165, 170)~~.

3. (currently amended) A system according to claim 1 ~~any one of the claims 1 or 2, characterized in that~~ wherein each of the subscriber receivers ~~(110)~~ comprises an interpreting unit having a user specific key representing a profile category of at least one

user associated with the subscriber receiver, the interpreting unit being adapted to control the reception of a signal ~~(S)~~ such that the key in combination with a piece of contents category information received with respect to a segment ~~(s')~~ of the signal ~~(S)~~ control the subscriber receiver to present a predetermined sub-segment ~~(s'1d)~~ transmitted via a particular transmission resource ~~(TV3, TV4, TV5, CNN, Fill1, Fill2, Fill3, Fill4)~~.

4. (currently amended) A system according to claim 1, wherein ~~any one of the preceding claims, characterized in that~~ it comprises a return channel ~~(N)~~ from at least one particular subscriber receiver ~~(111)~~ of the subscriber receivers ~~(110)~~ adapted to forward activity-monitoring information ~~(R)~~ pertaining to signals ~~(S)~~ having been presented in the particular subscriber receiver ~~(111)~~ to the central management server ~~(100)~~, and the central management server ~~(100)~~ is adapted to generate a compiled data set representing the activity-monitoring information ~~(R)~~.

5. (currently amended) A system according to claim 1, wherein ~~any one of the preceding claims, characterized in that~~ at least one of at least one client computer ~~(151, 152, 153)~~ comprises a means for manually entering activity-monitoring information ~~(R)~~ pertaining to signals ~~(S)~~ having been presented in one or more subscriber receivers ~~(110)~~, and based thereon produce a compiled data set representing the activity-monitoring information ~~(R)~~.

6. (currently amended) A system according to claim 4, wherein ~~any one of the claims 4 or 5, characterized in that~~ at least one of the at least one client computer ~~(151, 152, 153)~~ is adapted to receive the compiled data set from the central management server ~~(100)~~, and produce the administrative instructions ~~(1adm1, 1adm2, 1adm3)~~ on basis thereof.

7. (currently amended) A system according to claim 1, wherein ~~any one of the preceding claims, characterized in that~~ it comprises at least one billing unit ~~(190, 191)~~ adapted to produce billing information pertaining to a respective utilization of the transmission resources ~~(TV3, TV4, TV5, CNN, Fill1, Fill2, Fill3, Fill4)~~ administrated by the central management server ~~(100)~~.

8. (currently amended) A system according to claim 1, wherein ~~any one of the preceding claims, characterized in that~~ it comprises at least one auxiliary distribution channel ~~(165, 186)~~ adapted to transmit signals ~~(S, σ1, σ2)~~ to the subscriber receivers ~~(110)~~ outside the central management server ~~(100)~~.

9. (currently amended) A system according to claim 8, wherein ~~characterized in that~~ the at least one auxiliary distribution channel includes at least one distribution resource ~~(185)~~ in addition to the central signal distribution system ~~(166, 170)~~.

10. (currently amended) A system according to claim 1, wherein ~~any one of the preceding claims, characterized in that~~ the signals ~~(S, σ1, σ2)~~ represent at least one of text information, acoustic information, image information and video information.

11. (currently amended) A system according to claim 1, wherein ~~any one of the preceding claims, characterized in that~~ at least one of the subscriber receivers ~~(110)~~ is represented by at least one of a TV-tuner, a satellite signal decoder, a computer and a broadband mobile communication terminal.

12. (currently amended) A client computer for transmitting signals to a plurality of subscriber receivers, wherein each signal represents a type of information belonging to a particular contents category, comprising: ~~(151, 152, 153)~~ ~~adapted to be included in a system according to any one of the claims 1 – 11, characterized in that it comprises~~

a central management server adapted to receive administrative instructions pertaining to the transmission of the signals to the subscriber receivers, and in response to the administrative instructions organize signals from a number of signal sources before transmission thereof to the subscriber receivers,

at least one client computer each having an interface towards the central management server and being adapted to produce administrative instructions for organizing a sub-set of the signals to be transmitted via the central management server,

a transmission unit adapted to receive the signals and, in accordance with an organization scheme produced by the central management server transmit these signals to the subscriber receivers, the organization scheme specifies, for each signal to be trans-

mitted, a transmission resource, a time instance and a contents category, wherein the contents category for at least one segment of the signal determines which sub-segment that will be presented in which subscriber receiver, and

a graphical user interface ~~(300)~~ adapted to present a time relationship between different signals ~~(S)~~ to be transmitted on at least one channel ~~(TV1, TV2)~~ over which the client computer has a management control.

13. (currently amended) A client computer ~~(151, 152, 153)~~ according to claim 12, ~~characterized in that~~ wherein the graphical user interface ~~(300)~~ comprises a first graphical means ~~(310)~~ adapted to, for each of the signals ~~(S)~~ to be transmitted on the at least one channel ~~(TV1, TV2)~~, present the signal's contents category, and a second graphical means ~~(320)~~ adapted to, for at least a sub-set of the signals ~~(S)~~ to be transmitted on the at least one channel ~~(TV1, TV2)~~, enable a user to manipulate segments ~~(s'_{1d})~~ of each signal ~~(S)~~ such that a particular sub-segment ~~(s'_{1d})~~ will be presented in each subscriber receiver of the subscriber receivers ~~(110)~~ which has a profile category matching a contents category associated with the particular sub-segment ~~(s'_{1d})~~.

14. (currently amended) A client computer ~~(151, 152, 153)~~ according to claim 13, ~~characterized in that~~ wherein the graphical user interface comprises a third graphical means ~~(330)~~ adapted to, for at least a sub-set of the signals ~~(S)~~ to be transmitted on the at least one channel ~~(TV1, TV2)~~, enable the user to select a suitable sub-segment ~~(s'_{1d})~~ for each of a number of profile categories for a segment ~~(s')~~ of a signal ~~(S)~~.

15. (currently amended) A client computer ~~(151, 152, 153)~~ according to claim 14, ~~characterized in that~~ wherein the third graphical means ~~(330)~~ comprises a selection means adapted to enable the user to, for each sub-segment ~~(s'_{1d})~~ select a profile category, wherein a default profile category is based on a compiled data set formed on basis of activity-monitoring information ~~(R)~~ pertaining to signals ~~(S)~~ having been presented in the subscriber receivers ~~(110)~~.

16. (currently amended) A client computer ~~(151, 152, 153)~~ according to claim 14, wherein ~~any one of the claims 14 or 15, characterized in that~~ the third graphical means ~~(330)~~ comprises a selection means adapted to allow the user to, for each sub-segment ~~(s'1d)~~ select a geographical area within which subscriber receivers will present the sub-segment ~~(s'1d)~~, wherein a default geographical area is based on positional information pertaining to signals ~~(S)~~ having been presented in the subscriber receivers ~~(110)~~.

17. (currently amended) A client computer ~~(151, 152, 153)~~ according to claim 14, wherein ~~any one of the claims 14 - 16, characterized in that~~ the third graphical means ~~(330)~~ comprises a selection means adapted to enable the user to, for each sub-segment ~~(s'1d)~~ select a priority level denoting a relative position of the sub-segment ~~(s'1d)~~ within a particular segment ~~(s')~~.

18. (currently amended) A client computer ~~(151, 152, 153)~~ according to claim 12, comprising ~~any one of the claims 12 - 17, characterized in that it comprises~~ a compiler adapted to produce a preliminary organization of the signals ~~(S)~~ on the at least one channel ~~(TV1, TV2)~~ before transmitting corresponding administrative instructions to the central management server ~~(100)~~.

19. (currently amended) A client computer ~~(151, 152, 153)~~ according to claim 18, wherein ~~characterized in that~~ the graphical user interface comprises a fourth graphical means adapted to enable a user to manipulate the preliminary organization of the signals ~~(S)~~, and client computer comprises processing means adapted to, based on the user manipulations, produce administrative instructions to the central management server ~~(100)~~.

20. (currently amended) A client computer ~~(151, 152, 153)~~ according to claim 12, wherein ~~any one of the claims 12 - 19, characterized in that~~ the signals ~~(S, σ1, σ2)~~ represent at least one of text information, acoustic information, image information and video information.

21. (currently amended) A computer program directly loadable into the internal memory of a computer for transmitting signals to a plurality of subscriber receivers, wherein each signal represents a type of information belonging to a particular contents category, comprising: ~~software for controlling the functions of a client computer according to any of the claims 12 - 20 when said program is run on the computer~~.

first instruction means for receiving administrative instructions pertaining to the transmission of the signals to the subscriber receivers, and in response to the administrative instructions organizing signals from a number of signal sources before transmission thereof to the subscriber receivers,

second computer instructions means for producing administrative instructions for organizing a sub-set of the signals to be transmitted,

third computer instruction means for receiving the signals and, in accordance with an organization scheme, transmitting these signals to the subscriber receivers, the organization scheme specifies, for each signal to be transmitted, a transmission resource, a time instance and a contents category, wherein the contents category for at least one segment of the signal determines which sub-segment that will be presented in which subscriber receiver, and

fourth computer instruction means for controlling a graphical user interface to present a time relationship between different signals to be transmitted on at least one channel over which the computer program has a management control.

22. (currently amended) A computer readable medium, having a program recorded thereon, wherein said program is adapted to transmit signals to a plurality of subscriber receivers, wherein each signal represents a type of information belonging to a particular contents category and comprises: ~~where the program is to make a computer control the functions of a client computer according to any of the claims 12 - 20~~.

first instruction means for receiving administrative instructions pertaining to the transmission of the signals to the subscriber receivers, and in response to the administrative instructions organizing signals from a number of signal sources before transmission thereof to the subscriber receivers,

second computer instructions means for producing administrative instructions for organizing a sub-set of the signals to be transmitted,

third computer instruction means for receiving the signals and, in accordance with an organization scheme, transmitting these signals to the subscriber receivers, the organization scheme specifies, for each signal to be transmitted, a transmission resource, a time instance and a contents category, wherein the contents category for at least one segment of the signal determines which sub-segment that will be presented in which subscriber receiver, and

fourth computer instruction means for controlling a graphical user interface to present a time relationship between different signals to be transmitted on at least one channel over which the computer program has a management control.